



Choose Health Yates is a collaborative effort within Yates County to promote healthy living. The mission of Choose Health Yates is to...
Create a model community that engages community members and organizations in healthy eating and active living through support, advocacy and education.

FOR IMMEDIATE RELEASE
April 28th, 2014

**CHOOSE HEALTH YATES
LAUNCHES RESTAURANT TOOLKIT - WELL RECEIVED!**

- CHOOSE HEALTH YATES**
- Coalition Members:**
- S2AY Rural Health Network
 - Finger Lakes Health
 - Dundee Central School District
 - Penn Yan Central School District
 - Arc of Yates
 - YCRR, Yates Cultural & Recreational Resources, Inc. The Community Center
 - ProAction Yates Office for the Aging
 - Yates County Public Health
 - Cornell Cooperative Extension of Yates County
 - Our Town RoCKS Dundee Health Improvement Project

The Choose Health Yates Coalition supports Yates County residents in healthy eating and active living through support, advocacy and education. You may have seen our signs in local restaurant windows to show support of our efforts, and may have even participated yourself. To continue our efforts around creating environments that support healthy eating, the Coalition would like to announce the launch of their newest initiative, the *Choose Health Yates Toolkit for Restaurants*.

- Included** in the toolkit are...
- Guidelines for healthy menu items and beverage choices
 - Stickers for highlighting healthier menu options
 - Suggestions for strategies around promoting healthier menu options
 - Choose Health Yates posters and flyers to display
 - Additional resources

The Coalition has reached out to local restaurants including the **Top of the Lake Restaurant, Timmy G's, and Lloyd's** in Penny Yan and the **Crossing Diner and Classic Cafe** in Dundee. Feedback has been very positive! The toolkit encourages businesses to implement changes, however small or large, to increase sales by providing consumers with healthier options. Although specific guidelines are outlined for healthy options in the toolkit, the Coalition welcomes **all** healthy changes.

Restaurants are an important venue to promote healthy eating throughout the county. According to the 2013 Restaurant Industry Pocket Factbook from the National Restaurant Association, 45% of adults said that restaurants are an *essential part of their lifestyle*. With **more than 65%** of Yates County adults being overweight or obese (NYS Dept. of Health), support from local restaurants to improve the health of our community is essential!

If you are interested in learning more about the toolkit or would like to request a copy/visit from one of our committee members, please call Yates County Public Health at **(315) 536-5160**.

The Choose Health Yates Coalition will be present at various events throughout the year, and will be launching a Worksite Wellness Toolkit very soon, so keep your eyes open for the Choose Health Yates logo and always remember to *eat well, be active, and have fun!*